Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-36. (Canceled)

37. (Currently Amended) A computer-implemented method comprising:

responsive to a first input to a computer by a first user of an instant messaging service adapted for sending and receiving a plurality of text messages in real time between the first user and a second user, determining, by a processor of the computer based only on the first input, that a topic tag is to be inserted into a text message of an instant messaging session, wherein the instant messaging service is adapted to accept the first input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a second input to the computer by the second user, determining by the processor, [[an]] one of an acceptance and a rejection of the topic tag by the second user; [[and]]

responsive to the acceptance, automatically inserting the topic tag, by the processor, into the text of the instant messaging session when a turn is identified by the processor, wherein a turn means a shift in a textual communication during the instant messaging session indicated by a plurality of successive statements; and

responsive to the rejection, continuing the instant messaging session without an insertion of the topic tag.

38. (Previously Presented) The computer-implemented method of claim 37, further comprising:

responsive to a third input to the computer by the first user, determining by the processor of the computer that a sub-topic tag is to be inserted into a segment of the text corresponding to the sub-topic, wherein the instant messaging service is adapted to accept the third input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a fourth input to the computer, determining by the processor, an acceptance of the sub-topic tag by the second user;

responsive to the acceptance, automatically placing the sub-topic tag, by the processor, into the segment of the text when a change from a topic shift occurs in the instant messaging session;

displaying a graphical user interface that has a first area for displaying the chat transcript of the instant messaging session and that displays a topic list at an end of the chat transcript, a first sub-topic tab, and a second sub-topic tab;

wherein upon activation of a selected topic in the topic list, the selected topic is displayed with a first corresponding transcript segment in a second area of the graphical user interface, upon activation of the first sub-topic tab, the first sub-topic is displayed with a second corresponding transcript segment in a third area of the graphical user interface, and upon activation of the second sub-topic tab, the second sub-topic is displayed with a third corresponding transcript segment in a fourth area of the graphical user interface.

39. (Currently Amended) The computer-implemented ~~process~~ method of claim 37 further comprising:

saving a transcript of the instant messaging session to a repository;

searching the repository for the topic tag; and

responsive to determining that there is a match between the topic tag in the repository and an entry in an auto alert table, exporting an associated transcript segment to an e-mail.

40. (Currently Amended) An apparatus comprising:

a computer connected to a plurality of remote computers and to an instant messaging service by a network, the instant messaging service adapted for sending and receiving a plurality of text messages in real time between a plurality of users on the plurality of remote computers;

a program in the memory adapted to cause a processor of the computer, responsive to a first input to the computer by a first user, to determine that a topic tag is to be inserted into a text message of an instant messaging session, wherein the instant messaging service is adapted to accept the first input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a second input to the computer by the second user, determining by the processor, an acceptance of the topic tag by the second user; [[and]]

responsive to the acceptance, automatically inserting the topic tag, by the processor, into the text of the instant messaging session when a turn is identified by the processor, wherein a turn means a shift in a textual communication during the instant messaging session indicated by a plurality of successive statements;

responsive to a third input to the computer by the first user, determining by the processor of the computer that a sub-topic tag is to be inserted into a segment of the text, wherein the instant messaging service is adapted to accept the third input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a fourth input to the computer, determining by the processor, an acceptance of the sub-topic tag by the second user;

responsive to the acceptance, automatically placing the sub-topic tag, by the processor, into the segment of the text when a topic shift occurs in the instant messaging session;

displaying a graphical user interface that has a first area for displaying the chat transcript of the instant messaging session and that displays a topic list at an end of the chat transcript, a first sub-topic tab, and a second sub-topic tab; and

wherein upon activation of a topic in the topic list, the topic is displayed with a first corresponding transcript segment in a second area of the graphical user interface, upon activation of the first sub-topic tab, the first sub-topic is displayed with a second corresponding transcript segment in a third area of the graphical user interface, and upon activation of the second sub-topic tab, the second sub-topic is displayed with a third corresponding transcript segment in a fourth area of the graphical user interface.

41. (Cancelled)

42. (Previously Presented) The apparatus of claim 40 further comprising:

saving a transcript of the instant messaging session to a repository;

searching the repository for the topic tag; and

responsive to determining that there is a match between the topic tag in the repository and an entry in an auto alert table, exporting an associated transcript segment to an e-mail.

43. (Currently Amended) A computer program product comprising:

a computer readable storage;

a program in the computer readable storage adapted to cause a computer connected to a plurality of remote computers and to an instant messaging service by a network, wherein the instant messaging service is adapted for sending and receiving a plurality of text messages in real time between a plurality of users on the plurality of remote computers, to perform steps comprising:

responsive to a first input to the computer by a first user, determining that a topic tag is to be inserted into a text message of an instant messaging session, wherein the instant messaging service is adapted to accept the first input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a second input to the computer by the second user, determining by the processor, an acceptance of the topic tag by the second user; [[and]]

responsive to the acceptance, automatically inserting the topic tag, by the processor, into the text of the instant messaging session when a turn is identified by the processor, wherein a turn means a shift in a textual communication during the instant messaging session indicated by a plurality of successive statements;

responsive to a third input to the computer by the first user, determining by the processor of the computer that a sub-topic tag is to be inserted into a segment of the text, wherein the instant messaging service is adapted to accept the third input before the instant messaging session begins, during the instant messaging session, and after the instant messaging session;

responsive to a fourth input to the computer, determining by the processor, an acceptance of the sub-topic tag by the second user;

responsive to the acceptance, automatically placing the sub-topic tag, by the processor, into the segment of the text when a topic shift occurs in the instant messaging session;

displaying a graphical user interface that has a first area for displaying the chat transcript of the instant messaging session and that displays a topic list at an end of the chat transcript, a first sub-topic tab, and a second sub-topic tab; and

wherein upon activation of a topic in the topic list, the topic is displayed with a first corresponding transcript segment in a second area of the graphical user interface, upon activation of the first sub-topic tab, the first sub-topic is displayed with a second corresponding transcript

segment in a third area of the graphical user interface, and upon activation of the second sub-topic tab, the second sub-topic is displayed with a third corresponding transcript segment in a fourth area of the graphical user interface.

44. (Cancelled)

45. (Previously Presented) The computer program product of claim 43 further comprising:

saving a transcript of the instant messaging session to a repository;

searching the repository for the topic tag; and

responsive to determining that there is a match between the topic tag in the repository and an entry in an auto alert table, exporting an associated transcript segment to an e-mail.